



PEDAL POWER ACT Inc

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More Canberrans cycling, more often, for a better community

Advertising – The Canberra Cyclist

The *Canberra Cyclist* is the official journal of Pedal Power ACT. Each 32 page edition of the *Canberra Cyclist* is read by over 3000 cycling enthusiasts in the Canberra region. The readership is a captive market for cycling related products and services. Most are active bike riders needing up-to-date information about equipment, clothing, accessories, events and other services of interest to cyclists.

The journal is in magazine format and is a quality production in colour and the advertising rates are very economical. A 10% discount is available for making a commitment to 3 or more additions.

The journal is published six times a year, at the start of February, April, June, August, October and November. Advertising for a particular edition should be booked a month before the publication date.

Advertising Rates

Non-commercial text advertising of up to 100 words is free for Pedal Power members.

It is possible to have your own insert posted out with the journal. Rates will depend on the size and weight of the insert. This may be more expensive than advertising as the *Canberra Cyclist* is very close to a postal weight threshold. Please contact us if you would like to discuss this option.

Canberra Cyclist Advertising Rates

Size/position	Cost \$
Full page / outside back cover	425.00
Full page / inside back/front cover	375.00
Full page / anywhere inside magazine	300.00
Half page / anywhere inside magazine	200.00
Quarter Page or Column / anywhere inside magazine	100.00

Who do I contact?

To book your space contact the Pedal Power office on 02 6248 7995 or send us an email to office@pedalpower.org.au.
